SYSTEM AND METHOD FOR CUSTOMIZING SEARCH RESULTS BASED ON SEARCHER'S ACTUAL GEOGRAPHIC LOCATION

ABSTRACT

This invention provides a system and method for customizing search results based on the searcher's actual geographic location when the search query was sent out via a wireless device. The searcher's geographic location information is extracted from, for example, the signals carrying the search query. The search engine compares the searcher's actual geographic location information against the geographic location information contained in the searchable resources to determine one or more parameters and then filters and ranks the search objects based on the determined parameters.